

Subject: CCA Membership Renewal & Letter from Carol E. Schatz
Date: Tuesday, December 22, 2015 at 10:30:13 AM Pacific Standard Time
From: Joanne Danganan
To: Jessica Lall
Attachments: image001.jpg, image002.jpg, image003.gif, image004.gif, image005.gif, SOUTH.pdf



Dear Jessica,

As a valued member of CCA, your support is critical to our success. Your timely dues payment ensures our ability to serve as the leading advocate for the Los Angeles business community and champions for Downtown. Your dues invoice is attached.

The **fourth quarter of 2015** has been yet another period of action and results. CCA continues to achieve results that benefit your bottom line:

- 1. Street Vending:** CCA has led the opposition to unlimited and essentially unregulated street vending. **CCA organized the Coalition to Save Small Business, which consists of over 1,100 members**, including small business owners, neighborhood associations, and business improvement districts to support brick and mortar businesses. We will continue to fiercely advocate for an opt-in model.
- 2. Neighborhood Integrity Initiative:** This initiative is being planned for the November 2016 ballot. If approved, the initiative will impose a 24-month moratorium on major projects requiring a general plan amendment and halt projects previously approved by the City of Los Angeles that increase density. **CCA is organizing our membership to help and working with other businesses, labor, and community groups to defeat this destructive initiative. And we will lead the effort in exposing the negative impacts this initiative could have on the economy.**
- 3. Homelessness:** CCA released a White Paper regarding homelessness that was widely circulated to City, County and State elected officials and staff members. **Due in part to CCA's advocacy the Los Angeles City Council approved a package of legislation to address homelessness.** The City Council has also made a \$100 million commitment to homelessness and created a new high-level position to exclusively work on this complex issue.
- 4. Park Fees Reform (aka Quimby):** CCA has been instrumental at delaying the park fee increase,

which will require all new residential development to pay a park fee. The fee is being raised to \$7,500 per unit in for-rent projects and \$12,500 per unit in for-sale projects. **CCA is advocating that the new fee include a grandfather clause so projects in process do not get surprised with a new fee.** CCA does not support a park fee that will act as a disincentive to new residential development.

Planning for our annual **Treasures® of Los Angeles Luncheon** is well under way. Thank you to those who have confirmed their early commitment. We urge you to pledge your support today and take advantage of the marketing recognition you will receive as a sponsor. Your support of this event provides over 30% of our operating costs and enables us to better advocate for you. We hope we can count on your support once again.

As a member-supported nonprofit, CCA depends on you. Your continued participation strengthens the Association's position at all levels of government and bolsters our ability to advocate on your behalf. I personally appreciate your support and assure you that your investment in CCA delivers results daily.

Sincerely,



Carol E. Schatz
President and CEO

Joanne Danganan
Membership Coordinator



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